



Identity Standards



Note: This Guide applies to Ace branded retailers, and not to Individually Branded Retailers (except for Section 9, which applies only to Individually Branded Retailers). Individually Branded Retailers have no right to use the Ace name, logo or any other trademarks owned by Ace Hardware Corporation in connection with their retail store operations or on any any web, mobile or social media site(s). In particular, concerning Ecommerce activities, Individually Branded Retailers have no right to sell any Ace branded products in any online sales venue whatsoever, whether directly through the retailer's own web, mobile or social media site(s) or indirectly via acehardware.com or any third party online marketplace such as Amazon, eBay or SearsMarketplace. Individually Branded Retailers should refer to Section 9 of this Guide, as well as the General Member Standards and Member Operational Requirements (MORs) for additional information.

These Ace Identity Standards also apply to vendors.

TABLE OF CONTENTS

Introduction	2
Section 1 – Ace Logo	3-15
Section 2 – Sub-Brand Use	16
Section 3 – Exterior Signage	17-23
Section 4 – Interior Signage	23
Section 5 – Use of the Ace Logo in Advertising	24-25
Section 6 – Products	26
Section 7 – Use of Ace Logo on Stationery	27-29
Section 8 – Vehicles	30-31
Section 9 – Individually Branded Retailers	32
Section 10 – Third Party Use	33
Section 11 – Obligations Upon Termination as an Ace Retailer	34
Contact Information	35

INTRODUCTION



Ask a consumer what they think when they think of Ace and the answer you receive may be varied. To some, it's the "place with the helpful hardware folks." To others, it's their neighborhood store owner and associates. To still others, it may be Ace's "Helpful Hardware Man" Lou Manfredini. And others may associate Ace with quality products, reasonable prices, convenient locations and helpful service.

While the Ace "brand" is far reaching, perhaps the most visible manifestation of the brand is the Ace logo. It is a recognizable "ambassador" of Ace and its placement on anything from signage and shirts to letterhead and packaging is a clear sign that this belongs to "Ace." As such, it is extremely important that we take care to ensure that the logo is not used in a way that does not appropriately reflect the Ace helpful image. Furthermore, whenever the Ace logo appears, we must ensure that it is used consistently so as to not dilute its powerful message.

With that in mind, the following guidelines describe the appropriate use of the Ace name, logo and other Ace trademarks. From the logo itself to interior and exterior signage, from Ecommerce to advertising and promotional uses, this guide provides detailed instructions and examples on proper use of the Ace name, logo and other trademarks. This guide also provides descriptions and examples of prohibited uses.

Should a situation arise that is not covered in this guide, please contact the department listed within each section of this guide for help in clarifying appropriate use, and also for understanding which uses of the Ace name, logo and other Ace trademarks are prohibited.

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These Ace Identity Standards also apply to vendors.

SECTION 1 – ACE LOGO

Historical Logos

Since Ace's founding in 1924, the corporation's logo has evolved and changed over the years. The present day logo was officially adopted in 1987. This widely recognized logo is strong, yet simple, offering legibility and impact.

Previous versions of the Ace logo should only be used in a historical context, for example highlighting Ace's logo development through the years or to signify a specific period in Ace's history. Any new materials developed should always utilize the newest version of the Ace logo.



1987 – present



1929 – 1930



1931



1931 – 1950



1931 – 1950



1950 – 1964



1964 – late 1960's



late 1960's - 1987



1973 - 1987

SECTION 1 – ACE LOGO

Trademark/Service Mark/Registration

Ace Hardware Corp. has acquired ownership and the right to exclusively use many trademarks and service marks. All members of the Ace team – retailers, employees and vendors – play an important role in preserving and enhancing Ace's trademarks and service marks. For this reason, it's important to thoroughly understand how they are to be used.

A **trademark™** is a word (or several words), a name, a symbol (such as a design or special logo) or any combination of these, used to identify the private label goods distributed by our company. A **service markSM** is for services instead of goods or products. Some well-known trademarks and service marks are Ace, Ace Hardware, The Helpful Hardware Folks and Ace Rental Place.

The mere use of a mark to identify and distinguish the goods and services of our company from those of others creates trademark rights. However, to obtain additional protection, Ace Hardware, like many other companies, registers many of its marks with the U.S. Patent and Trademark Office.

Trademarks must be protected and cared for, or their value can be lost. Our company's trademarks are valuable assets and signify to purchasers that they are buying quality products distributed by a company with a reputation for dependability and integrity. By following the guidelines listed here in all of your company identification, correspondence, advertising, displays and other printed materials, you will be treating our trademarks with the care appropriate to their exceptional value.

Whenever possible, a **trademark** notice (TM) or **service mark** notice (SM), as applicable, should follow the mark. After a service mark or trademark has been registered with the U.S. Patent and Trademark Office, notice of registration is given by the use of the ® symbol. This ® notice must appear once on all ads, brochures, and promotional materials displaying the mark – preferably in the first or more prominent place the mark appears. The only exception is that exterior and permanent interior signage does not require the use of the registration mark ®.

TM

SM



SECTION 1 – ACE LOGO

Ace Mark Usage Limitations

The following are examples of some of the uses of the Ace service marks and trademarks that ARE NOT authorized under the license held by an Ace retailer.

Retailers may not use any such mark or the word Ace as part of their corporate name or as part of the registered trade or commercial name adopted by them for identifying their business entity or any authorized Ace retail outlet operated by them unless such name also contains one or more other words clearly distinguishing it by family name or geographic location from Ace Hardware Corporation and from other authorized Ace stores.

Simply using Ace Hardware, Inc. or Ace Hardware Company, for example, are not acceptable under this premise.

Examples of acceptable uses:

- Smith's Ace Hardware, Inc.
- Ace Hardware Co. of Smithville
- Smith Street Ace Hardware Company

The Ace marks and word "Ace" should not be accompanied by any other word or words which could tend to dilute the quality image of the Ace Hardware program and value of the marks which have been developed to identify it.

Examples of prohibited words are:

- Warehouse
- Discount Center
- Bargain Center
- Budget Center
- Outlet

These words are a direct contradiction to Ace Hardware's efforts in promoting high quality products, service and project advice to consumers, and should not be used in any form or combination.

The Ace marks and the word Ace are not to be used in connection with any business conducted by a retailer other than the business operated by the retailer at the location specified in the retailer's membership or franchise agreement with Ace Hardware Corporation. They are not to be used to identify or promote the business of any separate segment of the retailer's business operated as a division, subsidiary or other affiliate of the retailer at such location or any other location.

For example:

- Ace Auto Parts Supply Co.
- Ace Industrial Supply Company
- Ace Equipment Rental

SECTION 1 – ACE LOGO

Ace Mark Usage Limitations

A retailer has no authority to authorize or approve the use of Ace marks or the word Ace by any other party, and must refrain from authorizing or approving the use of Ace marks or the word Ace by any other party, including but not limited to manufacturers and their representatives, suppliers, brokers or other retailers.

A retailer has no authority to apply the Ace marks or the word Ace as a label for or on the packaging of ANY products.

- The retailer may offer products bearing the name Ace or Ace Hardware or any other trademark belonging to Ace Hardware Corporation for sale only if the retailer has purchased them from Ace Hardware Corporation.
- Except for permitted online sales as described below, retailers may offer Ace label products for sale only at the physical store location specified in the retailer's Ace membership or franchise agreement.

Retailers have no authority to apply the Ace marks or the word Ace on any non-Ace sponsored gift card or consumer loyalty program card or materials.

Use of Ace marks online

A. Domain names

The following conditions apply to all retailer web sites, as well as to their mobile and social media sites (such as MySpace, Facebook, Twitter):

- The domain name cannot contain words that are offensive, inappropriate or otherwise detract from the high quality of Ace.
- The domain name cannot contain a registered Ace trademark (such as the word "Ace" or the phrase "helpfulhardwarefolks") without some other distinguishing words.
- The domain name cannot contain a geographic name (e.g., city, state, county, country, or variation thereof).

Examples of unacceptable applications include:

www.acebargains.com

www.acehardwaresupersales.com

SECTION 1 – ACE LOGO

Retailer sites whose URL contains the word “Ace” or other Ace trademarks must clearly and conspicuously identify themselves as an Ace retailer’s site, rather than an Ace corporate site, and must clearly and conspicuously display the retailer’s name and address. All uses of Ace’s trademarks must be in the form approved by Ace for use by retailers. Retailer sites cannot contain images or text that could reasonably lead a consumer to believe that such site(s) are operated by Ace Hardware Corporation.

B. Ecommerce Activities on Retailer Sites

In addition to the above conditions, the following conditions apply to retailers who display and/or offer to sell products in any online media.

- If the retailer’s site re-directs all users on the retailer’s site to acehardware.com for any and all online purchases (i.e., no online sales are transacted on the retailer’s own site or via a third party site such as Amazon.com, eBay or SearsMarketplace):
 - a. The retailer’s site’s URL **may** contain the word “Ace.”
 - b. The retailer’s site **may** display Ace branded product.
 - c. The retailer’s site **must** contain a conspicuous hyper-link or other access to acehardware.com.
 - d. Examples of acceptable applications include:
www.aceretailer-smith.com
www.smithace.com
www.acehardware-smith.com
- If the retailer’s site displays or offers for online sale any products in which any sales are made directly on the retailer’s own site(s) and/or indirectly via any online marketplace (such as Amazon, eBay, SearsMarketplace, etc.):
 - a. The retailer’s site’s URL **cannot** contain the word “Ace.”
 - b. The retailer’s site **cannot** contain or display any Ace trademark or other images or text that could reasonably lead a consumer to believe the retailer is affiliated with Ace Hardware Corporation.

- c. The retailer’s site **cannot** display and/or offer to sell any Ace branded product.
- d. The retailer’s web/mobile/social site **cannot** contain a hyper-link or other access to acehardware.com and/or to any other web site (whether or not operated by the retailer) whose URL includes the word Ace.
- e. The retailer’s web/mobile/social site **cannot** re-direct users on the site to acehardware.com and/or to any other website (whether or not operated by the retailer) whose URL includes the word Ace.
- f. The retailer’s web/mobile/social site **cannot** be accessible from acehardware.com nor from any other web site (whether or not operated by the retailer) whose URL includes the word Ace.
- g. Except for items shipped directly from an Ace RSC to an online purchaser’s home or other location designated by the online purchaser, the retailer’s invoices, shipping labels, packaging and mailing materials, etc., used in connection with any and all of its online sales (whether direct or indirect, as described above) **cannot** contain the word Ace nor can they contain or display any Ace trademarks or other images or text that could reasonably lead a consumer to believe the retailer is affiliated with Ace Hardware Corporation.

Ecommerce is an evolving activity and, as such, this guide will be modified in the future as necessary.

Retailers’ online niche products/categories and business-to-business activities (I-Net) can be accommodated.

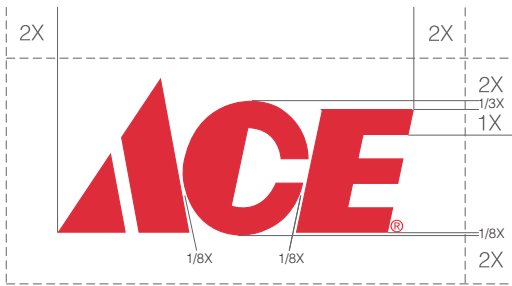
Exceptions to retailer site domain name and Ecommerce activities will be considered by Ace’s management.

SECTION 1 – ACE LOGO

Design Grid

The design of the Ace logo has been very carefully developed using a grid system to ensure consistent proportions. Manipulating or changing the appearance of the Ace logo in any way diminishes the integrity and recognition of the logo, and undermines Ace's protection against trademark violations.

The following illustration clearly details the spacing requirements established for the current Ace logo.



In the word Ace, the positions of the letters to each other are constant, and the relationship never changes. The prong width of the letter E, labeled 1X, provides the measurement used to proportion the logo. The distinctive A is 1X taller than the C.

Clear Space

To maintain its visual integrity, the Ace logo must never appear to be crowded by other elements, therefore the use of clear space is essential. No element of copy or illustration other than approved supporting words should be allowed to touch or intersect the logo or violate the interior of the logo. Clear space around the logo should always equal at least 2X on all sides.

Corporate signature elements/Ace logo

Four signature formats have been approved for use on all corporate and retailer graphic communications:

- **Ace-only format** – A space of 2X on top and sides – 2X below separates the logo from any type or graphics.
- **Vertical format** – a space of 1/2X separates "Hardware" from the logo mark. Supporting words must be centered below the logo and have a slant of 12 degrees to the right of vertical.
- **Horizontal format** – a space of 1X separates the word "Hardware" from the logo mark. Supporting word has a slant of 12 degrees to the right of vertical.

SECTION 1 – ACE LOGO

Corporate signature elements/Ace logo

- **Formal format** – Use the formal format (including the logo and corporate address) when specified materials have a broader distribution beyond what could be considered internal. These could include Ace envelopes and stationery, the annual report, etc. The formal format is the preferred signature when the information or graphics need to project a more formal, official image.



Substituting the Logo for Type/Type for the Logo

The Ace logo may never be substituted with other logotype or image.

The logotype is a graphical element and must be used as such whenever the logo is required.









The Ace logo should never be used as part of a phrase or sentence.

Within the body of the letter or presentation, use the word "Ace" in the exact same font as the surrounding words. When using the word "Ace" in type, the "A" should be capitalized, with the "ce" lower case. The word Ace should never appear in all caps (ie: ACE).



Logo guidelines

Following are further guidelines relating to supporting words:

Don't		Do
	<ul style="list-style-type: none"> ▪ The letters of supporting words are never stacked or placed above the logo. 	
	<ul style="list-style-type: none"> ▪ The spacing between the logo mark and supporting words must always be consistent. The spacing between the letters of the supporting words must never be changed. 	
	<ul style="list-style-type: none"> ▪ The supporting words must never be placed at an angle in relation to the logo. The proportion of supporting words to logo must never be changed. 	

SECTION 1 – ACE LOGO

Corporate signature elements/supporting words

Current approved supporting words include the following:

Corporate Use	Retailer Use
Ace Hardware	Ace Hardware
Ace Hardware Corporation	Ace Best Buys
Ace Best Buys	Ace Commercial/Industrial
Ace Brand	Ace Contractor Center
Ace Commercial/Industrial	Ace Home Center
Ace Contractor Center	Ace International
Ace Is The Place	Ace Is The Place
Ace Lawn & Garden	Ace Lumber and Building Materials
Ace LBM	Ace Lumber and Building Supply
Ace Paint	Ace Rental Place
Ace Team	Ace Team
Ace Tools	<city name> Ace
	<family name> Ace
<p>The phrase “Ace is the Place” may also be followed by “For Me,” “For Quality,” “With the Helpful Hardware Folks” and various other appropriate wording. The logo mark and supporting words must always be used together and in relation to one another as indicated in this guide. Any exceptions to this rule must be approved by Communications@acehardware.com.</p>	









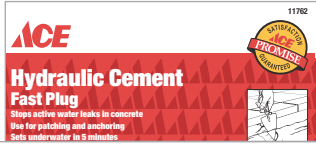



All approved supporting words must use required font style, size and color and need to be spaced at least 1X from logo. Any exceptions to this rule must be approved by communications@acehardware.com.



(The exception is when the supporting words “Lumber and Building Materials” are used. Then the first initial is 2X high). The supporting words have a slant of 12 degrees to the right of vertical.

SECTION 1 – ACE LOGO

General Usage Guidelines

Don't		Do
	<ul style="list-style-type: none"> The Ace logo should never be re-drawn, re-spaced or altered in any way. It should always appear in its pure form and never be used as part of any other symbol or logo type. 	
	<ul style="list-style-type: none"> All logos must have the registration symbol – ® – on the lower right hand side. (The only exception to this is exterior and permanent interior signage.) 	
	<ul style="list-style-type: none"> When reproducing the Ace logo, use only camera-ready or electronically created artwork provided by Ace. 	
	<ul style="list-style-type: none"> The logo may never be used as a substitute for the word “Ace” within a body of text or within a headline. 	Ace is the place
	<ul style="list-style-type: none"> The letter “A” from the Ace logo should never be used alone. The only exception to this is the use of the “repeating A” background on Ace label packaging. 	
	<ul style="list-style-type: none"> The Ace logo should never be personified or placed in scenarios (like celebrating or talking) or depicted wearing clothing or costumed (like a Santa hat or an Ace “red vest”). 	
	<ul style="list-style-type: none"> Dimensional or animated versions of the Ace logo can only be used if they have been produced and approved by Ace. Any supplier is prohibited from taking creative liberties to change or alter any of Ace’s trademarked or service marked logos. This includes changing or altering electronic Adobe Photoshop and/or Illustrator software files in any way, including adding bevels, ghosts, outlines, shadows, glows or other graphic elements. Failure to comply with these standards may result in having to reprint or reproduce pieces which inappropriately use the Ace logo or other Ace marks. 	

SECTION 1 – ACE LOGO

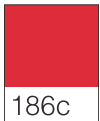
Color Specifications

Ace's bright red color is a clearly identifiable part of the logo. As such, the corporate logo mark should appear in "Ace red" whenever possible, which is PMS 186 (formerly PMS 485). When the use of red is not possible, the only other colors that may be used for the Ace logo are black or white.

In all four-color printing, the Ace logo should be used in Ace red. When used with colors other than Ace red, the signature should be reversed out of the color in white. In cases where only black can be used, the logo should appear in black (rather than in white). If the sole color is not black (ie: green), the Ace logo should be reversed out (in white).

When working with outside vendors or printers, be sure to provide a color sample to ensure exact color matching of "Ace red."

The appearance of the color you apply will vary depending upon the paper stocks and materials used. For a perfect color match use color chips provided by Ace. Contact Retail Development at 630-990-6198 or e-mail communications@acehardware.com to obtain chips.



186c

Spot Color



Process Color

100% Magenta
81% Yellow
4% Black



RGB Color

94.9% Red
0.2% Green
13.7% Blue






SECTION 1 – ACE LOGO

Color Specifications

Media Applications

This chart provides recommended use of the Ace logo based on specific reproduction methods

Note: Ace logo can be red, black or white.

	 two-color or four-color	 reversed out	 one-color
Four-color process printing	■		
Two-color printing	■		■
One-color printing		■	■
Electronic media	■		
Television Advertising	■		
Billboards, Signs, Posters & Banners	■	■	■
Embroidery	■		■
Silk-screen	■		■
Embossing/Debossing/ Etching/Engraving			■
Monochrome LCD screen			■

SECTION 1 – ACE LOGO

Fonts

Typography is an important component in Ace's identity system and the consistent use of typeface is essential to creating a recognizable look for Ace in all communications.

Helvetica Black Oblique is the only approved typeface for appropriate supportive wording. It was chosen for its simplicity, readability and timeless qualities. Because of the differences in Helvetica typefaces by various manufacturers, be sure to match the typeface with the approved samples shown in this guide.

***Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9***

Co-branding with Corporate Partners

When using the Ace logo with corporate partners, one of three proportionate sizes is allowed. In comparing the size of the Ace logo to other logos, the height of the Ace logo is measured by the height of the "E" in Ace.



- When Ace is the dominant logo, it should be at least 125% the size of the partner logo.



- When equal size is allowed, then the height of the partner logo should equal the height of the "E" in Ace.



- When the partner logo is required to be larger, the Ace logo should be no smaller than 75 percent of the size of the partner logo.

SECTION 1 – ACE LOGO

Electronic availability of logos

Ace retailers and corporate team members have the ability to download electronic versions of Ace's logo for use in both print and online mediums.

- Retailers may download the following files via ACENET:
 - Ace logos – News & Info/Ace News/All About Ace/Identity Standards
 - Ace Paint – News & Info/Ace Communities/Ace Paint
 - Ace Rental Place – News & Info/Ace Communities/Ace Rental Place/Members
- Retailers may also download logos by accessing www.aceimagesolutions.com. To obtain an ID and password contact AIS at 630-990-6617.
- Corporate employees may download Ace logos via Ace Online:
 - News & Information/All About Ace/Identity Standards
- Corporate employees may also download logos by accessing www.aceimagesolutions.com. To obtain an ID and password contact AIS at 630-990-6617.

Each location includes specific downloading instructions and guidelines as to what mediums the logos may best be used. In addition to these logos, other logos for Ace's sub-brands (see Section II) may be obtained by e-mailing communications@acehardware.com.

Vendor partners, ad agencies and other outside contacts may obtain logos through their contact within Ace. The retailer or team member may work directly with AIS to provide the outside vendor with the appropriate logo. To obtain an ID and password contact AIS at 630-990-6617.

SECTION 2 – SUB-BRAND USE

Within the Ace organization, there are many programs and services that are identified by their own specific logo, in addition to the standard Ace logo. These “sub-brands” feature program-specific icons to differentiate them from the overall Ace program. These include:

- Helpful Hardware Club
- Ace Gift Card
- Ace Kids Club
- Ace Rental Place
- Ace Commercial/Industrial Supply
- Ace Contractor Center
- Color Your Life



In addition to these sub-brands, there are a number of sub-brands used by the Ace Paint Division for various product lines. These include:

- Royal Touch
- Quality Touch
- Royal Shield
- Quality Shield
- Royal Accent
- Ace Royal
- Seal Tech
- Stain Halt
- Simply Magic
- Sensations
- Wood Royal
- Great Finishes
- Contractor Pro
- All Coat
- Color Your Life
- Colors for Your Life



Logos for any of these sub-brands may only be used by those retailers who are participating in the related program and only on materials that directly relate to or support the program in question. The logos may not be manipulated in any way.

Whenever possible, the standard Ace logo should be used in conjunction with sub-brands, with the Ace logo having more prominence and supporting elements providing ample white space around the logo as outlined in Section 1. The sub-brand logo may never be used as a substitute for the corporate Ace logo. (Some sub-brand logos that have previously been created and approved do not strictly adhere to these guidelines. These logos are considered to be “grandfathered” and may continue to be used.)

Similar to the corporate logo, sub-brands should never be used as a headline or in place of text within copy.

Development of new sub-brands

As new programs are created within Ace, there may be a desire to develop new logos to reflect these offerings. Ace retailers and corporate team members may not use the Ace logo to create new sub-branded icons without approval from Communications@acehardware.com.

SECTION 3 – EXTERIOR SIGNAGE

While one of the cornerstones of Ace's success is the entrepreneurial spirit of its retailers, uniting under one, strong, consistent brand – Ace – positions Ace as a prominent national chain in the eye of the consumer. Whether an individual is in California, Colorado or Connecticut, Ace is Ace, so it is vital that Ace stores display consistent exterior signage in order to clearly identify each individual retail organization with the whole. While these exterior signage guides predominately apply to retail locations, these same guidelines should also be incorporated at all corporate locations as well.



Keep in mind that local building codes or zoning issues, shopping center covenants or historical district requirements may require some exceptions to these guidelines. To receive approval for these exceptions, submit a request in writing to the Retail Development department, along with copies of the local requirements.

Primary Identification – Main Building Identifier

The primary identification on the outside of any store is the large main building identifier. Ace's guidelines require that Ace-branded stores position an Ace sign near the front entry door or in the area that receives maximum consumer foot traffic. This logo should reflect the current logo design specifications as detailed in Section 1 and should be the dominant sign element as opposed to a retailer or location name.

Ace guidelines also strongly recommend that the main building identifier sign be the maximum size allowed by local code. The sign should be manufactured of permanent sign materials and should be illuminated, so it can be clearly identified during both daylight and nighttime hours.

- Approved sign types include:
 - internally lit, individual neon/LED channel letters
 - illuminated awning signs
- Non approved sign types include:
 - illuminated or fascia signs
 - non-illuminated wood, plastic or metal letters
 - painted wall lettering
 - temporary banners used as permanent

SECTION 3 – EXTERIOR SIGNAGE



Secondary Identification

In addition to the prominent Ace sign outside of retail locations, many stores will have secondary, supplemental signage to further draw attention to the Ace name. This may include signage such as pylon or street signs, monument signs, side or rear wall signs, fascia or program box signs, manual/electronic reader boards, generic department names and door or window decals. These signs are meant to supplement – not overpower or dominate – the primary identification on the storefront.

Like the primary identification on the store's exterior, these secondary signage elements should also utilize the Ace logo in adherence to the guides outlined in Section 1. Any permanent exterior signage should be constructed of permanent sign material, to ensure the signage is durable.



Temporary Identification

From time to time, a retailer may choose to utilize temporary exterior signage to highlight a particular event or special promotion. In these instances, signage should be constructed of semi-permanent or temporary materials, while still adhering to the logo guidelines outlined in Section 1.

SECTION 3 – EXTERIOR SIGNAGE

Exterior Sign Specifications

Logo mark guidelines

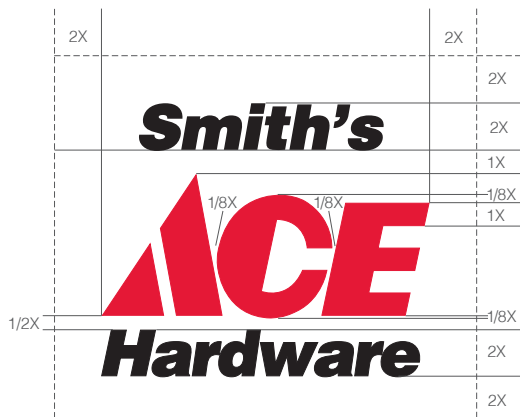
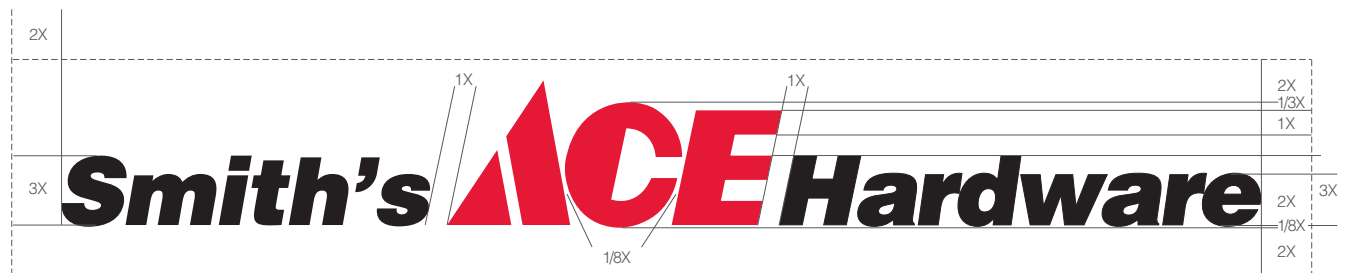
Exterior signage should follow the Ace logo guidelines outlined in Section 1 for approved font, spacing, size and color recommendations. The only exception to these rules is that exterior and permanent interior signage does not require the use of the registration mark ® following the Ace logo.

With this as a starting point, the following additional specifications should be followed:

- The logo mark may not be broken into individual letters, stacked or shown in any position other than the approved formats, as follows:
 - Ace only – used to maximize the impact of signing or where local sign codes are restrictive.
 - Horizontal – should be used to fill-out a larger, wider building front or sign space.
 - Vertical stacked – should be used for a smaller, narrower building front or sign space.



SECTION 3 – EXTERIOR SIGNAGE



■ In addition to the Ace logo itself, supporting wording should also follow the specifications outlined in Section 1. This would include:

- Using only Ace-approved supporting words.
- Placement of supporting words to the right or directly below the Ace logo mark.
- Placement of retailer signature or location names to the left or directly above the Ace logo mark.

SECTION 3 – EXTERIOR SIGNAGE

Exterior Sign Specifications

Color specifications – building and signage

As with other uses of the Ace logo, exterior signage should adhere to the color guidelines outlined in Section 1 whenever possible. However, as buildings may have different exterior colors that may impact the visibility of exterior signage, Ace offers these recommendations to ensure maximum impact:

- Light colored building finishes are the preferred background for exterior signage. Should you have the ability to choose the color your store's exterior is painted, contact Ace Retail Development at 630-990-6194 for recommended exterior paint colors and finishes.
- Red should only be used as an accent element and not as the color for an entire building face or mansard finish.
- Building striping, if used, should be one color (red preferred).

Depending upon the color of the building itself, the following color variations are acceptable for the exterior signage itself:

- **Daylight appearance** – Light building background
 - Ace – red
 - Hardware (if used) – black preferred or red
 - Retailer signature (if used) – matching “Hardware”
- **Daylight appearance** – Dark/red building background
 - Ace – white or red
 - Hardware (if used) – white or red
 - Retailer (if used) – matching “Hardware”
- **Nighttime appearance**
 - Ace – red preferred or white
 - Hardware (if used) – red preferred or white
 - day/night (black to red)
 - halo white
 - Retailer signature (if used) – matching “Hardware”



SECTION 3 – EXTERIOR SIGNAGE

Exterior Sign Specifications

Sign construction

Corporate specifications for the construction of individual neon and LED channel letters have been developed to achieve a consistent brand identification. These include guidelines for letter depth, metal thickness, transformer size, neon/LED spacing, sign face material and finish.

If a retailer chooses to use a local vendor in place of one of Ace's corporate-approved regional sign vendors, the vendor must be able to match Ace's corporate signage specifications. For a complete list of these specifications, please contact the Retail Development department at 630-990-6194.

Specialty Signage

Ace has developed approved exterior signage for select Ace Hardware programs, including Ace Rental Place, Ace Paint and Ace Commercial/Industrial Supply. For these other programs, modified logo designs have been created and may be utilized as supplemental exterior signage by those stores participating in these programs.

These signage elements also adhere to the overall corporate guidelines for logo use and Ace's exterior signage standards. For more information on the signage available, and recommendations on its location please contact the Retail Development department at 630-990-6194.

Approval Process

For all exterior signage, a retailer's Retail Business Manager should be involved in the signage project. Retail Development must approve all primary and secondary exterior sign proposals. Approval of any exterior signage is required to ensure proper corporate use of the logo design, including typestyle, sizing, color, spacing and other considerations as detailed in this guide.



SECTION 3 – EXTERIOR SIGNAGE

Logo Sign Samples Common Problems



- "Hardware" too large
- "Hardware" should be approved type style/upper and lower case



- "Ace" letter spacing too wide
- Spacing between "Ace" and "Hardware" too wide
- "Hardware" letter spacing too wide and too large



- Spacing between "Ace" and "Hardware" too wide
- "Hardware" should line-up with bottom of "Ace"
- Spacing between A C E not compliant with corporate specifications of 1/8X



- "Ace" should not be used vertically
- Vision 21 halo mark should not be used for exterior signage



- Supporting or departmental wording should use approved type style/upper and lower case



- "Ace" and "Hardware" should not be broken up into individual letters or boxed



- Marketing slogans should not be used for exterior signage
- Trademark symbol® is not required for exterior signage



- "Bargain Center" is not an approved supporting word

SECTION 4 – INTERIOR SIGNAGE

In addition to a store's exterior identification, once a consumer enters an Ace store, signage throughout continues to identify the store's association with Ace. In addition, other signage elements are designed to assist consumers with their shopping experience, helping to guide them to specific areas of the store, highlight product specials and educate them on the benefits of various items.

Some of the signage Ace retailers may utilize within their stores includes:

- Department identifiers, end cap signs, wall murals and category aisle markers.
- Price or product information cards.
- Promotional or advertising signage.
- Product displays and headers.
- Promotional or seasonal banners.
- Window and floor decals.
- Carts and equipment.

Regardless of whether the interior signage is permanent or temporary, each element must adhere to the corporate logo guidelines as outlined in this guide.

Supplemental decor programs have also been created for Color Your Life, Changing Season, Cookout, Trim, Tools, Outdoor Living, Upgraded Service, Ace Rental Place and Housewares.

Complete guidelines are in place identifying approved interior elements for Vision 21, Individually Branded and transitional Ace retailers. For more specifics on the requirements and available programs, retailers should refer to the Retail Development E-community on ACENET.



SECTION 5 – USE OF THE ACE LOGO IN ADVERTISING

One of the most visible ways the Ace logo may be used is in advertising. Print circulars, promotional materials, direct mail pieces, television ads and other advertising vehicles all help to promote the Ace name to the consumer. For this reason, it is essential that the logo consistently reflect Ace's corporate standards.

Printed materials

As a standard rule, wherever the Ace logo appears in print, it should adhere to the guidelines outlined in Section 1. This would apply in advertising circulars, bag stuffers, direct mail pieces, in-store fliers, ROP ads and so on.

Television/Internet/Audio Visual

As with all other uses of the Ace logo, when the logo is used in an electronic medium, such as television, on the internet or in other audio visual presentations, first and foremost the usage must adhere to Ace's overall logo guidelines.

In the case of electronic media, there may be a desire or ability to animate the Ace logo in some way. While it is allowable to have the logo move, the final, stop-action visual of the Ace logo should adhere to all of Ace's overall guidelines in relation to color, font, clear space, background and so on. The final frame should show the logo complete, with no distortion, for a minimum of two seconds.

“Ace ... the helpful place” logo

Ace's current advertising logo – Ace ... the helpful place – can be used in all advertising, marketing and promotional materials. Electronic versions of the logo can be obtained by logging into www.aceimagesolutions.com. To obtain an ID and password contact AIS at 630-990-6617.

While this logo is appropriate in advertising pieces, the logo should not be used in place of the standard Ace logo in any permanent signage, corporate signatures, etc.



SECTION 5 – USE OF THE ACE LOGO IN ADVERTISING

Promotional items

A long-lasting way to keep the Ace name in front of a consumer is by giving away promotional products that feature the Ace logo. Hats, T-shirts, key chains, pens or other items with the Ace logo are great image builders and keep the Ace name top-of-mind with consumers.

When developing promotional materials that utilize the Ace logo, it is important to adhere to all of the logo guidelines outlined in Section 1. In general, a vertical signature format would be preferred, as often these items are small and the vertical format would allow for a maximum size of the Ace logo. Depending upon the size of the promotional item, it may be more appropriate to use the Ace logo alone, rather than with supporting wording.

As with all logo usage, the logo should be printed in Ace red (PMS 186) whenever possible. If red cannot be used, the logo should appear only in white or black. Any other color is not permitted.

Political Statements

As a retailer-owned cooperative, Ace Hardware is comprised of more than 4,800 retail outlets and over 65,000 individuals are members of the Ace family. Certainly, with a group of this size, opinions on politics and public policies are varied. As a result, Ace as a corporation does not support, endorse or comment on any political issue or public policy.

While retailers are certainly entitled to their own opinions as individuals, Ace retailers may not use any Ace trademark, service mark or intellectual property in a manner for a product, service or issue not approved of by the Company for such use.

Exhibits/Trade Shows

Just as the Ace logo must be used appropriately within a store setting or in promotional materials, so must any signage or materials used at outside exhibits or trade shows adhere to the Ace logo guidelines outlined in Section 1.

Apparel

When used on apparel, the Ace logo may only be used in black, red or white. Any other color is not permitted.



SECTION 6 – PRODUCTS

Ace contracts with outside suppliers to provide an assortment of more than 12,000 Ace labeled products in all categories. These products are easily identified as being manufactured by or for Ace by the use of the Ace logo and the “repeating A” pattern on the packaging. Vendors collaborating with Ace to develop Ace labeled products should refer to the “Ace Brand Packaging Guide” for proper specifications of all packaging. Questions can be directed to the Ace Brand Manager at 630-990-1847.

A retailer has no authority to apply the Ace marks or the word Ace as a label for or on the packaging of ANY products.

- The retailer may offer products bearing the name Ace or Ace Hardware or any other trademark belonging to Ace Hardware Corporation for sale only if the retailer has purchased them from Ace Hardware Corporation.
- Except for permitted online sales made via acehardware.com as described in Section 1 above, retailers may display and offer Ace label products for sale only at the physical store location specified in the retailer's Ace membership or franchise agreement.

Aside from Ace-approved products purchased from Ace Hardware Corporation, retailers may not enter into any arrangements for the production or distribution of private-label goods that involve the use of any registered or unregistered trademarks of Ace Hardware Corporation.



SECTION 7 – USE OF ACE LOGO ON STATIONERY

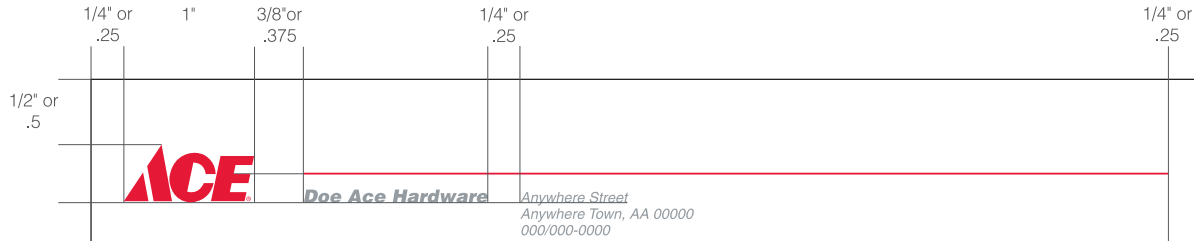
Stationery

Consistency is the key to the quality and appearance of Ace stationery. It is an important means of maintaining the corporate identity. Standard letterhead will be used for correspondence from Oak Brook. Subsidiaries of, and departments within, the company may have separate letterhead as long as it complies with the established standards.

Specific programs within the company, such as "Major Market" or "Retail Pricing," should not have separate letterhead. Please follow the following standards and specifications when planning, designing or purchasing letterhead, stationery and envelopes.

- ALL standard corporate stationery carries the "Ace" watermark on Gilbert Neu-Tech or an equivalent 24 pound, 8-1/2" x 11" white paper.
- Stationery is printed in two colors: Ace Red (PMS 186) and Ace Gray (PMS 430). Black is an acceptable alternative.
- All corporate stationery orders are to be placed by e-mailing ace@madden.com.
- All stationery orders placed by retailers or on behalf of retailers must be coordinated through Dept. 9M.

SECTION 7 – USE OF ACE LOGO ON STATIONERY



Standard Letterhead Specifications

Element	Size	Color
Ace Logo	1" width	Ace red (PMS 186)
Ace Hardware Corp	10 pt. Helvetica Black Oblique	Ace gray (PMS 430)
Store Name	10 pt. Helvetica Black Oblique	Ace gray (PMS 430)
RSC Name	8/10 pt. Helvetica Black Oblique	Ace gray (PMS 430)
Address	8/10 pt. Helvetica Oblique	Ace gray (PMS 430)
Telephone Number	8/10 pt. Helvetica Oblique	Ace gray (PMS 430)
RSCs	7/8 pt. Helvetica Oblique	Ace gray (PMS 430)
Rule	1 pt.	Ace red (PMS 186)

1/8" or 0.125"

3/4" or .75"

Retail Support Centers:

Colorado Springs, CO • Dallas, TX • Gainesville, GA • LaCrosse, WI • Little Rock, AR • Loxley, AL •
Prescott Valley, AZ • Prince George, VA • Princeton, IL • Sacramento, CA • Tampa, FL • Toledo, OH • Wilton, NY • Moxee, WA

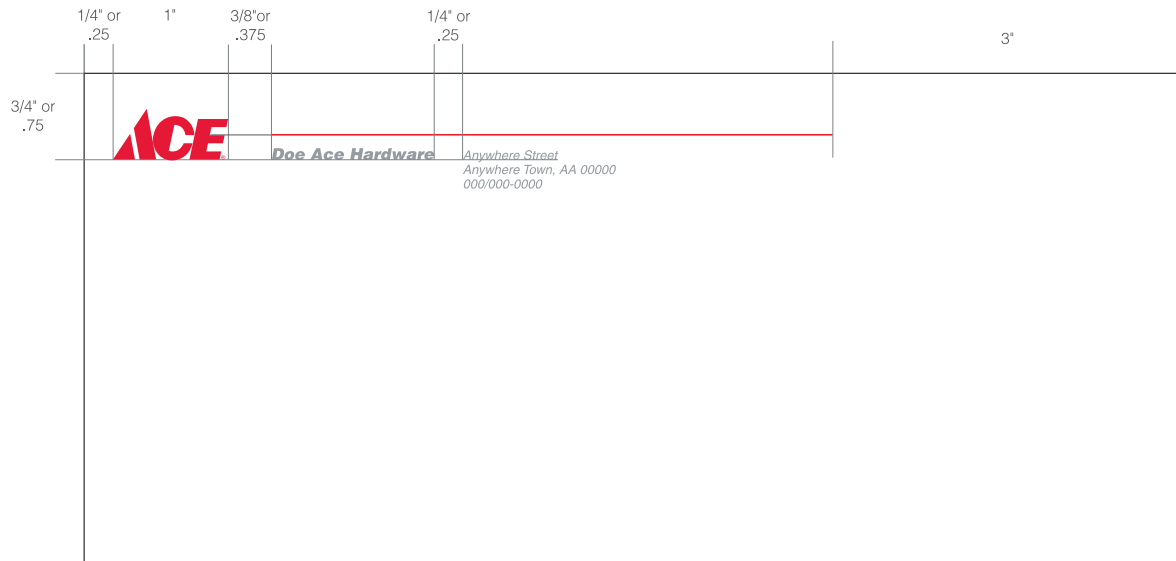
Printed on recycled paper

1/4" or .25"

1 5/8" or 1.625"

1/4" or .25"

SECTION 7 – USE OF ACE LOGO ON STATIONERY

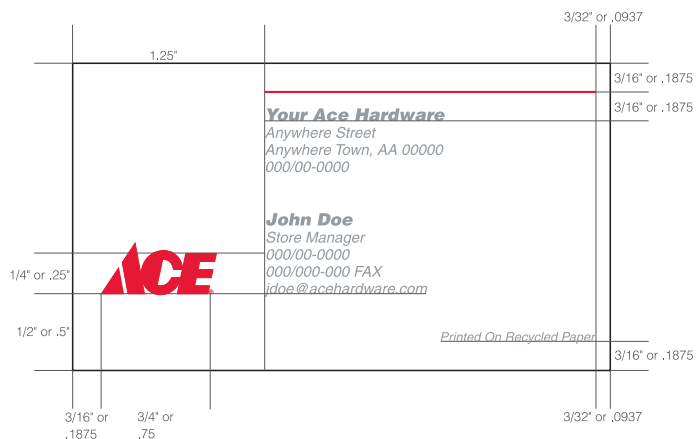


Number 10 Mass Mailing and Correspondence

Envelopes imprinted with the Ace logo to match the letterhead give a polished and professional appearance. They may be printed in Ace red (PMS 186), gray (PMS 430) and black or in black only.

Number 10 Envelope Type Specifications

Element	Size	Color
Ace Logo	1" width	Ace red (PMS 186)
Ace Hardware Corp	12 pt. Helvetica Black Oblique	Ace gray (PMS 430)
Store Name	12 pt. Helvetica Black Oblique	Ace gray (PMS 430)
Address	10 pt. Helvetica Medium Italic	Ace gray (PMS 430)
Rule	1 pt.	Ace red (PMS 186)



Business Cards

All Ace Hardware retailer business cards should follow the format shown here. All business cards are coordinated through Department 9H.

Business Card Type Specifications

Element	Size	Color
Ace Logo	.75" width	Ace red (PMS 186)
Ace Hardware Corp	8 pt. Helvetica Black Oblique	Ace gray (PMS 430)
Store Name	8 pt. Helvetica Black Oblique	Ace gray (PMS 430)
Address	7 pt. Helvetica Oblique	Ace gray (PMS 430)
Recycled Paper Info	6 pt. Helvetica Oblique	Ace gray (PMS 430)
Rule	1 pt.	Ace red (PMS 186)

SECTION 8 – VEHICLES

Ace Hardware vehicles serve as moving image builders of the Ace name and are seen by all of Ace's public – consumers, vendors, retailers and employees. Ace vehicles can positively impact the company's identification program when they display the Ace signature properly.

To ensure proper usage, adhere strictly to the following guidelines. The Ace Communications Department at Communications@acehardware.com must approve adding additional wording or logos.

Retailers who want to purchase used trailers should contact the Traffic Manager at their RSC. Ace Paint graphics and Ace logos can be ordered through Signature Graphics at 1-800-356-3235.

Trailer Identification

The preferred company identification for Ace's trailers is:

- Side: Horizontal signature format separated by a red rule from the words below.
- Front: Vertical signature format only.
- Back: Vertical signature format separated by a red rule from the words below.



SECTION 8 – VEHICLES



Cab Identification

All vehicles defined as commercial motor vehicles in §390.5 and operating in interstate commerce must display prescribed identification information according to §390.21:

The vehicle marking must show:

The legal name or single trade name of the company operating the vehicle, and the motor carrier identification number, issued by the FMCSA preceded by the letters "USDOT."

Small Vehicle Identification

The horizontal signature format is preferred and can be hand-painted, a decal or magnetic sign. Any approved retailer signature may be used. A clearance area equal to two times the height of the Ace logo should be maintained around the signature.

Legal name and Address: The store name with the appropriate address appears on all commercial vehicles (not passenger cars or station wagons) in black 1" Helvetica Black Oblique, upper and lower case. The name and address can be a decal application. Color: Ace should be printed in Ace red. Supporting words and others in black. Rules should appear in Ace red.

Ace Vanity License Plates

Vehicle license plates using the word Ace in a positive manner are encouraged.

SECTION 9 – INDIVIDUALLY BRANDED RETAILERS

Ace members who have chosen the Individually Branded Retailer home within Ace go to market in their local communities with their own strong name and brand recognition. As such, they must remove all Ace-related signage and identification (such as external and internal Ace signs, Ace shopping carts and bags, employee badges and vests with Ace logos) from their stores. These signs and identification must be changed to reflect their individual brand.

Furthermore, these stores do not advertise with or participate in Ace's national events. All advertising for Individually Branded Retailers should feature that particular retailer's own store name and/or logo – not the Ace name. However, Individually Branded Retailers can carry Ace label products and advertise those products for sale in their stores as part of their individual advertising efforts.

Individually Branded Retailers are prohibited from making any online sales whatsoever of any products bearing the name Ace or Ace Hardware or any other trademark belonging to Ace Hardware Corporation, whether directly from the retailer's own web, mobile or social media site(s) or indirectly via an online marketplace such as Amazon, eBay or SearsMarketplace.



SECTION 10 – THIRD-PARTY USE

When using outside vendors to develop materials, such as newspaper advertisements, that include the Ace logo, it is important that these vendors adhere to the guidelines outlined here. Any supplier is prohibited from taking creative liberties to change or alter any of Ace's trademarked or service marked logos. This includes changing or altering electronic Adobe Photoshop and/or Illustrator software files in any way, including bevels, ghosts, outlines, shadows, glows or other graphic elements. Failure to comply with these standards may result in having to reprint or reproduce pieces which inappropriately use the Ace logo or other Ace marks.

Vendors must work through their retailer or Ace contact in order to receive copies of the Ace logo.

Please refer to Section 6 (Products) for information concerning the appropriate uses, as well as prohibitions, regarding use of the Ace name and logo on products intended for retail sale.

SECTION 11 – OBLIGATIONS UPON TERMINATION AS AN ACE RETAILER

Upon termination for any reason of a retailer's membership or franchise agreement with Ace Hardware Corp., the retailer must, at the retailer's own expense, promptly remove all signs and other items erected or used by the retailer which include the word Ace or any Ace Hardware Corporation service mark or trademark. All references to Ace and use of Ace marks on a retailer's web site must be discontinued.

In addition, the retailer must immediately discontinue the use of the word Ace and the use of any such service mark or trademark in any advertising sponsored or disseminated by or on behalf of the retailer and must erase or obliterate the word Ace and all such service marks and trademarks from all of the retailer's letterheads, business cards, stationery, forms and other papers, and/or any and all vehicles, such as cars, trucks and vans.

If the word Ace has been used as part of the retailer's corporate name or trade name in connection with the business operated by the retailer at the terminated locations, such use must be immediately discontinued or prompt steps must be taken by the retailer to change such corporate or trade name to eliminate the word Ace.

Failure of a terminated retailer to comply with the above requirements can render such retailer liable for the payment of damages for trademark infringement and for breach of the retailer's membership or franchise agreement, as well as for reimbursement to Ace Hardware Corp. for all costs and expenses, including reasonable attorney's fees, incurred by Ace in effecting or enforcing compliance.

CONTACT INFORMATION

For more information contact communications@acehardware.com or
for specific questions relating to:

Signage call 630-990-6196, 630-990-6194

Vehicles call 630-990-2815

Ace Label Products call 630-990-1847

Logos www.aceimagesolutions.com

To obtain a username and password contact: Joe Galvan

630-990-8921

jgalv@acehardware.com



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